

WGAL Localism InitiativesWGAL invests heavily in providing our viewers 29 hours per week of live local news broadcasts. Weekdays the station does 5 hours per day and 4 hours on the weekends. The station owns and operates 6 microwave live trucks, one with satellite transmitting capabilities and operates live remote cameras in Lancaster, York, Harrisburg, Lebanon and soon in Gettysburg, Hanover, Carlisle. When severe weather or other emergencies involving public safety occur, WGAL breaks into our regular programs to provide coverage that informs the public as to the nature of the emergency along with information on how best to respond. During the recent floods caused by hurricane Ivan WGAL was on the air constantly updating the situation, where residents could go for relief and alternate routes to travel around the flooded areas. During tornado warnings the station stays on constantly showing live Super Doppler 8 (stationed owned) radar images of where the storm is located and in what direction is traveling and advising when the images indicate tornado activity. We have actually heard from viewers who claim WGAL had saved their lives. WGAL participates in Pennsylvania's Amber Alert and EAS emergency alert programs. In addition WGAL provides a website that is dedicated to providing the latest local news and weather, including live Super Doppler 8 radar and sky cameras and e-mail alerts for weather and breaking news and school closings.

On occasion when there are local controversial issues facing the community WGAL has offered an editorial opinion to stimulate thought and public discourse. Included in WGAL's news coverage are regular features and enterprise reports to help viewers avoid rip-offs and scams and evaluate advertised claims. Health is addressed in every newscast, as the station employs a medical doctor to report on health issues and the latest medical break through. Once a year the station sponsors a doctor call in program that airs in our newscasts and in a special 7-8pm, preempting our regular entertainment programs to allow area doctors address viewers medical concerns. WGAL's Learning Matters program is committed to raising the awareness of the problems, concerns and opportunities in education and that coverage is a minimum of one report per week and nine (9) one-hour specials on education that air in prime of prime access time periods.

Once a week WGAL's political consultant Dr. G. Terry Madonna hosts "Pennsylvania's News Makers," a 30-minute public issues program that airs Sunday mornings at 11am. During political campaign seasons, WGAL routinely provides debates for local offices and participates with the Pennsylvania Association of Broadcasters to air debates for statewide offices. In 2004 WGAL is producing a debate with the candidates for the 17th Congressional District and have done extensive candidate interviews for all major local and state races. As part of our Commitment 2004 we are guaranteeing a minimum of 5-minutes per night of coverage of candidate centered discourse for 30 days preceding the election. Public service announcements are aired every year during the days leading up to elections to encourage people to vote.

To stay in touch with the issues and concerns of our viewers, WGAL conducts numerous town meetings throughout our market. In 2004 eight (8) town meetings were held in eight different communities. They are highly publicized by WGAL and our partners, who are often the local newspaper, radio stations and or chambers of commerce. The public is invited to come tell us their concerns and how we might improve our service. Snacks and door prizes are offered as a way to entice a good turnout. Often we send letters of invitation to area public officials and community leaders. Notes are taken and a station photographer records most of the proceedings for use in our news coverage of the meeting. In addition, WGAL does one-on-one community leader ascertainment and group ascertainment with other area broadcasters.

Our choice of syndicated programming is driven by the nature of our conservative market and at times we preempt the NBC network because we find their program push the limits of decency for our viewers. Two example were when the network aired a Maxim program on sexy models and a Saturday Night Live Christmas Special. Both programs were in our opinion over the line and were preempted in favor of running local news specials and a Remarkable Journey program about minorities who have achieved success and/ or made great contributions to society.

WGAL is extremely involved in the communities we serve, annually conducting over 50 station sponsored events to raise funds and awareness for charitable causes. These events and projects include sponsoring the YWCA's Race Against Racism, Children's Miracle Network Telethon (\$2 million raised in '04), Salvation Army's Coats for Kids Telethon (\$250,000 raised in '03), and coat drive (10,000 collected in '03), walks, runs, bicycling for cancer, arthritis, diabetes, heart disease, hunger, mental illness, children's pediatric center for the under privileged, Junior Achievement, United Way, etc. WGAL was the proud recipient of 2002 and 2003 Service to America

Awards. In 2002 our Learning Matters education program was recognized with the Partnership Award for partnering with Millersville University and in 2003 the station's total community involvement was recognized with the big Service to America Award.

WGAL recognizes students making a positive contribution to society with the STAR student of the week recognition. As part of our on going Learning Matters education program every year we recognize the top students of 100+ high school graduating classes throughout the area with our Best of the Class program and recognize outstanding teachers with our Great Teachers Awards. Our partnership with Entertainment Publications "One for the Community" coupon book raises over \$500,000 for area schools and non-profit organizations in '03. To help highlight scholastic achievement WGAL produces and airs a weekly high school bowl, "Brain Busters." Over 30 area high schools compete for prizes and scholarship funds, with the championship game being broadcast live in prime time.

Station personnel are encouraged to become involved with community service organizations. Examples are: General Manager serves on Lancaster Chamber of Commerce board, Rotary Club of Lancaster board, Keystone Human Services Board, Better Business Bureau board and participated in a mentoring program at an urban middle school in '04. General Sales Manager serves on the United Way Board and the Children's Miracle Network board. The Local Sales Manager serves on the Junior Achievement board.

Submitted by Paul Quinn, WGAL President and General Manager